

Description:

Idaho Public Television strives to meet the needs and reflect the interests of its varied audiences by inspiring, enriching, and educating the people we serve, enabling them to make a better world.

****NO RESULTS AVAILABLE DUE TO THE IMPLEMENTATION OF NEW MEASURES****

Major Functions and Targeted Performance Standard(s) for Each Function:

1. Provide high quality television and web programming.

A. Number of national awards received by IdahoPTV productions.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
32	40	30	54
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
54	54	54	54

B. Number of national awards received by programs procured by IdahoPTV for broadcast in Idaho.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
38	42	35	46
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
40	40	40	40

2. Foster and nurture collaborative partnerships.

A. Measured by number of public in-state and out-of-state, private in-state and out-of-state partnerships displayed in matrix form. Public Instate/Out of State

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
162/34	225/59	75/18	79/32
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
80/30	80/30	80/30	80/30

B. Measured by number of public in-state and out-of-state, private in-state and out-of-state partnerships displayed in matrix form. Private Instate/Out of State

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
45/29	98/65	66/18	128/48
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
50/20	50/20	50/20	50/20

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3. Provide access to IdahoPTV television content that accommodates the needs of the hearing and sight impaired.

A. Percent of broadcast hours of closed captioned programming to aid visual learners and hearing impaired.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
90%	94%	94.5%	96.3%
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
97%	97%	97%	97%

B. Descriptive video service provided via the second audio program to aid those with impaired vision.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
1,028	1,382	1,465	3,187
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
3,200	3,200	3,500	3,500

4. Broadcast programs and provide related resources that specifically serve the needs of underserved audiences, which include children, ethnic minorities, and learners and teachers.

A. Children - Channel hours of programming designed specifically for children.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
3,225	5,540	9,984	7,684
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
12,500	12,500	12,500	12,500

B. Ethnic minorities - Channel hours of programming that addresses diversity, citizenship issues, English as a second language, or includes a Spanish-language audio channel.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
435	2,725	3,810	4,012
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
4,012	4,012	4,012	4,012

C. Learners and Teachers - Channel hours of programs appropriate for use in k-20 classroom, telecourses, teacher professional development resources, adult basic education resources, and technological literacy.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
2,192	12,766	7,384	10,580
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
10,580	10,580	10,580	10,580

5. Provide additional access to citizens anywhere in the state to Idaho PTV and PBS resources which support citizen participation and educational goals via the WWW.

A. Number of visitors to our web site.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
48,642	215,177	557,997	1,326,233
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
1,300,000	1,300,000	1,300,000	1,300,000

6. Progress towards DTV implementation, as a statewide infrastructure in cooperation with public and private entities capable of converging voice, video and data technologies.

A. DTV channel hours of transmission.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
0	18,760	65,442	135,710
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
218,500	218,500	218,500	218,500

B. Number of transmitters broadcasting a DTV signal (5 required by 5/2003)/number of DTV-ready translators/number of cable companies carrying our DTV channel/number of Direct Broadcast Satellite (DBS) providers caring our channel.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
0	1	5/0/0/0	5/3/10/43
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5/4/13/6	5/4/13/6	5/4/13/6	5/4/13/6

C. Percentage of Idaho population within our DTV signal coverage area.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
0%	23%	49%	71.3%
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
71.3%	71.3%	71.3%	71.3%

7. Contribute to a well-informed citizenry.

A. Number of channel-hours of public affairs programming.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
1,426	1,586	3,434	4,413
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
10,000	10,000	10,000	10,000

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8. Provide relevant Idaho-specific information.

A. Number of channel-hours of Idaho-specific programming.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
219	298	399	655
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
750	750	750	750

B. Number of IdahoPTV Idaho-specific productions produced during the year.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
79	85	102	96
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
100	100	100	100

9. Be a relevant educational and informational resource to all citizens.

A. Nielsen Station Audience reports on: Children, less than 12 years old, viewing IdahoPTV.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
99,300/wk	105,700/wk	69,850/wk	88,150/wk
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
88,150/wk	88,150/wk	88,150/wk	88,150/wk

B. Nielsen Station Audience reports on: Adults, of 50+ years, viewing IdahoPTV.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
139,360/wk	126,500/wk	115,470/wk	128,610/wk
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
128,610/wk	128,610/wk	128,610/wk	128,610/wk

C. Nielsen Station Audience reports on: Total audience viewing IdahoPTV.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
329,000/wk	323,000/wk	285,000/wk	298,000/wk
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
298,000/wk	298,000/wk	298,000/wk	298,000/wk

10. Seek increased levels of state, federal, and private sector support.

A. Absolute dollar value of the IdahoPTV operating budget NOT covered by direct Idaho JFAC-approved state contribution.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
4,149,344	5,799,213	5,936,455	5,118,653
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5,541,799	5,541,799	5,541,799	5,541,799

Program Results and Effect:

Idaho Public Television provides quality educational and cultural television and related resources by providing learning opportunities and fostering participation and collaboration in educational and civic activities. By establishing and maintaining statewide industry-standard delivery systems to provide television and other media to Idaho homes and schools. By creating Idaho based programs and resources and by attracting, developing, and retaining talented and motivated employees who are committed to accomplishing the shared vision of Idaho Public Television.

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